

IT Professional Technical Services Master Contract Program T#:902TS

Statement of Work (SOW) For Technology Services Issued By

Minnesota Department of Health

**Project Title: User Research and Website User Experience of
the Immunization Website**

**Service Category: Documentation Specialist (Usability
Testing Specialist)**

Business Need

The Minnesota Department of Health Immunization Program is seeking assistance to enhance the current website. The MDH Immunization website has established itself as a resource for health care/immunization providers, particularly with respect to Minnesota's Childcare, School, and College Immunization Law, vaccine administration, forms for keeping track of immunizations, and current immunization recommendations. However, the site has not been as effective at reaching the general public, such as teens, adults, and parents. Immunization is a public health issue and as such, the Immunization program needs to position itself to be a trusted resource on immunization information beyond health care providers. We would like to enhance the current website to reach a wider audience. Overall, we have four objectives for enhancing our website:

1. Improve the overall site for organization and navigation.
2. Expand the site to become a resource on immunizations for parents and the public (currently site is primarily focused towards health care/immunization providers)
3. Expand site to include information on immunizations for adolescents and adults (currently site is primarily focused towards school entry aged children, immunizations required for school entry).
4. Incorporate stories / storytelling into the site via written stories and/or video.

Project Deliverables

- Summary report of survey and usability testing findings and recommendations.
- Recommendations for expanding the site to other audiences.
- Recommendations for incorporating stories and video to the site.
- Preliminary presentation to Communications Unit staff with an additional presentation of findings and recommendations to Immunization program staff.

Project Milestones and Schedule

- Project start date: July 1, 2012
- Key deliverable date: October 1, 2012
- End date: December 31, 2012

Project Environment (State Resources)

- Staff descriptions:
 - a) Number of people on the project: ITIH Communications Unit (3) are the key staff for managing the project with the vendor. Immunization Program staff and other MDH staff as needed.
 - b) Project Manager Name: Stefani Kloiber, Communications Unit Manager
 - c) Basic organizational structure (organizational chart) of the project:
The Communication Unit and Immunization Program are located in the Immunization, Tuberculosis, and International Health Section, of the Infectious Disease, Epidemiology, Prevention and Control Division. The Communications Unit provides communication assistance including managing and maintaining the related webpages across all units within the Immunization, Tuberculosis, and International Health Section.
 - d) Staff proficiency levels and experience (with methodology, tools, etc.): Communications unit staff are responsible for maintaining the current web site and structure. Proficient in the use of current web technologies available to us for maintaining the web site. Also use Cristyn Ryback, MDH Webmaster, as a resource on web issues, questions, etc.
- Current support structures in place (e.g. hardware/software applications, training group, tools, etc.), especially those with which the vendor might have to interface or integrate.
 - Establishment of WebEx account (or comparable tool) for remote testing with individuals in greater Minnesota.
 - Rooms and technical capabilities at either MDH Snelling Office Park and/or MDH Freeman Building to provide access to the MDH web development or testing environment.
 - Communications unit staff in place to develop and implement web site modifications as needed for user testing environment.
 - Staff available for assistance in identifying testers for usability testing.
 - Staff available for developing survey tool

Agency Project Requirements

This project will be conducted in the MDH offices with access to the MDH web development or testing environment (i.e. Snelling Office Park and/or Freeman Building). Implementation will involve minimal or no training of MDH staff or testers.

The vendor will work closely with the Project Manager/Communications Unit/Immunization Program to identify and recruit appropriate audiences for usability testing. Testing of some participants outside the Twin Cities area will require remote testing via WebEx or equivalent software.

Responsibilities Expected of the Selected Vendor

Vendor is expected to provide the Project Manager with periodic project management updates including status updates of recruitment and testing of participants. For test sessions with participants outside the Twin Cities area, the vendor will use a combination of web conference software (e.g., WebEx) and teleconference tools. Vendor will provide a summary report of survey and usability testing findings and recommendations by October 1, 2012

Required Skills

Required minimum qualifications:

- Master Contract resource type(s)/ categories: Documentation Specialist
- Years of experience: 5 years of experience with conducting usability testing; 2 years of experience conducting remote usability testing. Some experience in designing web-based feedback surveys
- Required Skill Type: familiar with WebEx, MDH Web Standards, HTML code, Dreamweaver

Desired Skills

- 10 or more years of experience conducting usability testing
- 5 or more years of experience working with government clients
- Experience in recruiting and testing key audiences, general public and public health professionals

Process Schedule

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| • Deadline for Questions | 06/25/2012, 3:00 p.m. |
| • Anticipated Posted Response to Questions | 06/26/2012, 3:00 p.m. |
| • Proposals due | 06/26/2012, 3:00 p.m. |
| • Anticipated proposal evaluation begins | 06/26/2012 |
| • Anticipated proposal evaluation & decision | 06/27/2012 |

Questions

Any questions regarding this Statement of Work should be submitted via mail or e-mail by 06/25/2012, Time: 3 pm

Name: Stefani Kloiber

Department: Minnesota Department of Health

Telephone Number: 651-201-5531

Email Address: Stefani.kloiber@state.mn.us

Questions and answers will be posted on the Office of Enterprise Technology website by approximately 06/26/2012, 3 pm (http://www.oet.state.mn.us/mastercontract/statements/mcp902ts_active.html).

SOW Evaluation Process

- Required experience (30%)
- Desired skills (30%)
- Proposal/Work Plan (10%)
- Cost (30%)

Statement of Work does not obligate the state to award a work order or complete the assignment, and the state reserves the right to cancel the solicitation if it is considered to be in its best interest. The Agency reserves the right to reject any and all proposals.

Response and Submission Requirements

- Introduction
- Company experience
 - a) Describe experience/skills for conducting usability testing
- Project Overview
- Detailed response to “Business Need” and “Agency Project Requirements”
 - a) Description of the vendor’s understanding of the needs and requirements associated with this project.
- Detailed workplan including:
 - a) Explain how the vendor will approach participation in the project. This includes:
 - 1) Organization and staffing including at a minimum addressing required and desired skills
 - 2) Plan for Testing (i.e., methods for recruiting and testing participants, timeline for project)
 - 3) Analysis and Reporting (e.g., updates on project process, final reporting)
 - 4) Project deliverables
- Estimated price
 - 1) Cost
 - 2) Assumptions
- Conflict of interest statement as it relates to this project
- Required forms to be returned or additional provisions that must be included in proposal
 - a) Affirmative Action Certificate of Compliance (if over \$100,000)
<http://www.mmd.admin.state.mn.us/doc/affaction.doc>
 - b) Affidavit of non-collusion
<http://www.mmd.admin.state.mn.us/doc/noncollusion.doc>
 - c) Certification Regarding Lobbying
<http://www.mmd.admin.state.mn.us/doc/lobbying.doc>
 - d) Veteran-Owned/Service Disabled Veteran-Owned Preference Form
<http://www.mmd.admin.state.mn.us/doc/vetpref.doc>

Proposal Submission Instructions

- Submission Information:
 - a) Submit 1 copy of proposal via email to: Stefani.kloiber@state.mn.us
 - b) Address to: Stefani Kloiber
 - c) Title: Immunization Website Usability Testing
- Key dates:
 - a) Proposal due date: 06/26/2012, 3:00 p.m.
 - b) Vendors must submit candidate resumes directly to Stefani Kloiber by 3:00 p.m. on or before June 26, 2012. This must be done as an attachment of email

General Requirements

Proposal Contents

By submission of a proposal, Responder warrants that the information provided is true, correct and reliable for purposes of evaluation for potential award of a this work order. The submission of inaccurate or misleading information may be grounds for disqualification from the award as well as subject the responder to suspension or debarment proceedings as well as other remedies available by law.

Liability

Indemnification

In the performance of this contract by Contractor, or Contractor's agents or employees, the contractor must indemnify, save, and hold harmless the State, its agents, and employees, from any claims or causes of action, including attorney's fees incurred by the state, to the extent caused by Contractor's:

- 1) Intentional, willful, or negligent acts or omissions; or
- 2) Actions that give rise to strict liability; or
- 3) Breach of contract or warranty.

The indemnification obligations of this section do not apply in the event the claim or cause of action is the result of the State's sole negligence. This clause will not be construed to bar any legal remedies the Contractor may have for the State's failure to fulfill its obligation under this contract.

Disposition of Responses

All materials submitted in response to this SOW will become property of the State and will become public record in accordance with Minnesota Statutes, section 13.591, after the evaluation process is completed. Pursuant to the statute, completion of the evaluation process occurs when the government entity has completed negotiating the contract with the selected vendor. If the Responder submits information in response to this SOW that it believes to be trade secret materials, as defined by the Minnesota Government Data Practices Act, Minn. Stat. § 13.37, the Responder must: clearly mark all trade secret materials in its response at the time the response is submitted, include a statement with its response justifying the trade secret designation for each item, and defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless the State, its agents and employees, from any judgments or damages awarded against the State in favor of the party requesting the materials, and any and all costs connected with that defense. This indemnification survives the State's award of a contract. In submitting a response to this RFP, the Responder agrees that this indemnification survives as long as the trade secret materials are in possession of the State.

The State will not consider the prices submitted by the Responder to be proprietary or trade secret materials.

Conflicts of Interest

Responder must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.

The responder warrants that, to the best of its knowledge and belief, and except as otherwise disclosed, there are no relevant facts or circumstances which could give rise to organizational conflicts of interest. An organizational conflict of interest exists when, because of existing or planned activities or because of relationships with other persons, a vendor is unable or potentially unable to render impartial assistance or advice to the State, or the vendor's objectivity in performing the contract work is or might be otherwise impaired, or the vendor has an unfair competitive advantage. The responder agrees that, if after award, an organizational conflict of interest is discovered, an immediate and full disclosure in writing must be made to the Assistant Director of the Department of Administration's Materials Management Division ("MMD") which must include a description of the action which the contractor has taken or proposes to take to avoid or mitigate such conflicts. If an organization conflict of interest is determined to exist, the State may, at its discretion, cancel the contract. In the event the responder was aware of an organizational conflict of interest prior to the award of the contract and did not disclose the conflict to MMD, the State may terminate the contract for default. The provisions of this clause must be included in all subcontracts for work to be performed similar to the service provided by the prime contractor, and the

terms “contract,” “contractor,” and “contracting officer” modified appropriately to preserve the State’s rights.

IT Accessibility Standards

Responses to this solicitation must comply with the Minnesota IT Accessibility Standards effective September 1, 2010, which entails, in part, the Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA) and Section 508 Subparts A-D which can be viewed at:

http://www.mmd.admin.state.mn.us/pdf/accessibility_standard.pdf

Nonvisual Access Standards

Nonvisual access standards require:

- 1) The effective interactive control and use of the technology, including the operating system, applications programs, prompts, and format of the data presented, are readily achievable by nonvisual means;
- 2) That the nonvisual access technology must be compatible with information technology used by other individuals with whom the blind or visually impaired individual must interact;
- 3) That nonvisual access technology must be integrated into networks used to share communications among employees, program participants, and the public; and
- 4) That the nonvisual access technology must have the capability of providing equivalent access by nonvisual means to telecommunications or other interconnected network services used by persons who are not blind or visually impaired.

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Preference to Targeted Group and Economically Disadvantaged Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830, certified Targeted Group Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal, and certified Economically Disadvantaged Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal. Eligible TG businesses must be currently certified by the Materials Management Division prior to the solicitation opening date and time. For information regarding certification, contact the Materials Management Helpline at 651.296.2600, or you may reach the Helpline by email at mmdhelp.line@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

Veteran-owned/Service Disabled Veteran-Owned Preference

In accordance with Minnesota Statute §16C.16, subd. 6a, veteran-owned businesses with their principal place of business in Minnesota and verified as eligible by the United States Department of Veterans Affairs’ Center for Veteran Enterprises (CVE Verified) will receive up to a 6 percent preference in the evaluation of its proposal.

Eligible veteran-owned small businesses include CVE verified small businesses that are majority-owned and operated by either recently separated veterans, veterans with service-connected disabilities, and any other veteran-owned small businesses (pursuant to Minnesota Statute §16C.16, subd. 6a).

Information regarding CVE verification may be found at <http://www.vetbiz.gov>.

Eligible veteran-owned small businesses should complete and sign the **Veteran-Owned Preference Form** in this solicitation. Only eligible, CVE verified, veteran-owned small businesses that provide the required documentation, per the form, will be given the preference.

Foreign Outsourcing of Work Prohibited

All services under this contract shall be performed within the borders of the United States. All storage and processing of information shall be performed within the borders of the United States. This provision also applies to work performed by subcontractors at all tiers.